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Learn more about CUES at cues.org.

CUES Emerge 2025: Judges Named as Finalists Prepare for October Pitch Show

MADISON, Wis.—September 25, 2025—CUES and partner [Currency Marketing](#) have named a group of highly-respected credit union leaders to serve as judges for the 2025 [CUES Emerge](#) program, which culminates with a Pitch Show on October 1 at 1 p.m. CDT.

The judges are:

- **Mark Burgess**, President/CEO, Credit Union 1 Alaska
- **Mykol Fero**, VP/Enterprise Planning & Program Delivery, TruStage
- **Mirren Harris**, CCD, VP of Education and Professional Development, Canadian Credit Union Association (CCUA)
- **James Hunter**, CCM, CCE, Chief Advocacy and Culture Officer, New Orleans Firemen's Federal Credit Union

CUES Emerge was developed by CUES and Currency Marketing to offer free leadership development opportunities to rising professionals across the credit union industry.

This year's cohort of 36 participants engaged in a dynamic program that combined expert-led sessions on strategic thinking, communication, and design thinking with collaborative Mastermind sessions. These experiences guided participants as they built business cases for their credit unions.

Of the 36 participants, 34 advanced into the competition phase. From this group, Five Finalists were selected to compete in the live online Pitch Show.

During the Pitch Show, each Finalist will deliver a seven-minute presentation of their business case, followed by a three-minute Q&A moderated by judging panelist Fero.

Judges will evaluate each presentation based on clarity, articulation of the business idea, and the potential benefits to credit unions.

A Top Three will be named, with one participant ultimately earning the title of 2025 CUES Emerging Leader.

Visit CUESEmerge.com to check out the Five Finalists' business case ideas and sign up for a day-of [Pitch Show](#) reminder.

Learn more about CUES at cues.org.

About CUES

For over 60 years, CUES has advanced the credit union movement by developing exceptional purpose-driven leaders who meet the unique needs of their organizations and the communities they serve. CUES partners with credit unions to elevate the leaders of today and tomorrow through exclusive networking and event opportunities, programs that facilitate personal and professional development, and unmatched digital and in-person learning experiences. Visit CUES.org to learn how CUES plays a pivotal role in shaping the future of credit unions.

About Currency Marketing

Currency Marketing is a credit union-focused marketing firm. Our unique programs—It's a Money Thing, and CUES Emerge—focus on helping credit unions raise awareness, build relationships and foster financial empowerment with young adults.

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